



Order / Rev: 403440  
 Alt Order #:  
 Flight Dates: 11/01/16 - 11/08/16

Advertiser: Valls/Ind/Limestone Co Dist Attny  
 Product Desc: Limestone Co Dist Attorney  
 Estimate:

WHNT-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	19	11/01/16	11/04/16	M-F 6a-7a News 6a	CM	6a-7a	- TWTF - -	:30	2	\$200.00	03	7.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF - -		2				\$200.00		7.00			
N 4	19	11/01/16	11/08/16	M-F 7a-8a CBS This Morning 7a	CM	7a-8a	MTWTF - -	:30	1	\$200.00	03	6.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF - -		2				\$200.00		6.00			
		Week: 11/07/16	11/13/16	MT - - - - -		1				\$200.00		6.00			
N 5	19	11/01/16	11/08/16	M-F 8a-9a CBS This Morning 8a	CM	8a-9a	MTWTF - -	:30	2	\$100.00	03	4.40	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF - -		2				\$100.00		4.40			
		Week: 11/07/16	11/13/16	MT - - - - -		2				\$100.00		4.40			
N 6	19	11/01/16	11/08/16	M-F 12p-1230p Noon News	CM	12p-1230p	MTWTF - -	:30	2	\$75.00	03	4.90	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF - -		2				\$75.00		4.90			
		Week: 11/07/16	11/13/16	MT - - - - -		2				\$75.00		4.90			
N 7	19	11/01/16	11/04/16	M-F 5p-530p News 5p	CM	5p-530p	- TWTF - -	:30	1	\$250.00	03	8.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF - -		1				\$250.00		8.00			
N 8	19	11/01/16	11/04/16	M-F 6p-630p News 6p	CM	6p-630p	- TWTF - -	:30	1	\$250.00	03	8.90	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF - -		1				\$250.00		8.90			
N 9	19	11/01/16	11/06/16	Sa 5a-8a News Sat 6a	CM	6-830a (6:00 AM-8:00 AM)	- - - - - S-	:30	1	\$150.00	03	7.30	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- - - - - S-		1				\$150.00		7.30			
N 10	19	11/01/16	11/06/16	Su 6a-7a News Sun 6a	CM	6-7a	- - - - - S	:30	1	\$100.00	03	5.80	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- - - - - S		1				\$100.00		5.80			
N 11	19	11/01/16	11/06/16	Su 7a-8a News Sun 7a	CM	7a-8a	- - - - - S	:30	1	\$200.00	03	8.70	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- - - - - S		1				\$200.00		8.70			
N 12	19	11/01/16	11/06/16	Sunday Prime Hour 1 60 Minutes	CM	6p-7p	- - - - - S	:30	1	\$500.00	03	11.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- - - - - S		1				\$500.00		11.00			
Totals													24	\$4,000.00	